

FORM 1449*

INFORMATION DISCLOSURE STATEMENT

IN AN APPLICATION

(Use several sheets if necessary)

Docket Number:

60027.0287US01/BS01342

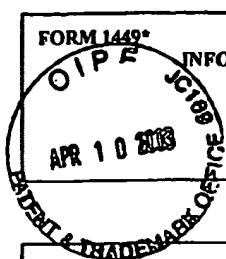
Application Number:

10/017,630

Applicant: Matz et al.

Filing Date: Dec. 14, 2001

Group Art Unit



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U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILED IF APPROPRIATE
<i>JS</i>	5,446,919	08/1995	Wilkins	455	6.2	
<i>JS</i>	5,661,516	08/1997	Carles	348	8	
<i>JS</i>	5,724,525	03/1998	Beyers II et al.	395	240	
<i>JS</i>	5,774,170	06/1998	Hite et al.	348	9	
<i>JS</i>	US2002/0123928A1	09/2002	Eldering et al.	705	14	
<i>JS</i>	US2002/0143647A1	10/2002	Headings et al.	705	26	
<i>JS</i>	6,463,585	10/2002	Hendricks et al.	725	35	

FOREIGN PATENT DOCUMENTS

	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
<i>JS</i>	EP1162840A2	12/2001	Europe				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)



EXAMINER

DATE CONSIDERED

9/26/06

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

1

○

2

Application Number

Complete if Known

10/017,640

Filing Date

December 14, 2001

First Named Inventor

MATZ, William R., et al.

Group Art Unit

Unassigned

Examiner Name

Unassigned

Attorney Docket Number

36968-265387

U.S. PATENT DOCUMENTS

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FOREIGN PATENT DOCUMENTS

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Date Considered

2/12/03

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Sheet 2 of 2

Complete if Known

Application Number	10/017,640
Filing Date	December 14, 2001
First Named Inventor	MATZ, William R., et al.
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36968-265387

NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
<i>[Signature]</i>		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/com_cgl/print/print.cgi?url=http://devices.../report_interactive.htm, (11/16/01) pp. 1-2.	
<i>[Signature]</i>		"Liberate Technologies - Solutions," Digital Cable Two-Way, www.solutions.liberate.com/architecture/dc2.html, (11/16/01) p. 1 of 1.	
<i>[Signature]</i>		"Liberate Technologies - Solutions," Digital Broadband Telco, www.solutions.liberate.com/architecture/db.html, (11/16/01) p. 1 of 1.	
<i>[Signature]</i>		"Liberate Technologies - Solutions," Liberate Connect Suite, www.solutions.liberate.com/products/connect_suite.html, (11/16/01) pp. 1-2.	
<i>[Signature]</i>		"Liberate Technologies - Solutions," Liberate Imprint Server™, www.solutions.liberate.com/products/imprint_server.html, (11/16/01) p. 1 of 1.	
<i>[Signature]</i>		"Liberate Technologies - Solutions," Liberate Mediacast Server™, www.solutions.liberate.com/products/mediacast_server.html, (11/16/01) pp. 1-2.	
<i>[Signature]</i>		"Spike High Performance Server Array," Mixed Signals Technologies, Inc., www.mixedsignals.com, itvinfo@mixedsignals.com, (2000) p.1.	
<i>[Signature]</i>		"power, flexibility, and control," RespondTV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2.	
<i>[Signature]</i>		"it just clicks!," RespondTV, www.respondtv.com/inaction.html, (11/16/01) pp. 1-2.	
<i>[Signature]</i>		"The Wink System," Wink System Diagram, www.wink.com/contents/tech_diagram.shtml, (11/16/01) p 1 of 1.	
<i>[Signature]</i>		"What is Wink?," www.wink.com/contents/whatiswink.shtml, (11/16/01) p. 1 of 1.	
<i>[Signature]</i>		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/howitworks.shtml, (11/16/01) p. 1 of 1.	
<i>[Signature]</i>		"What is Wink: Examples," What is Wink - Examples, www.wink.com/contents/examples.shtml, (11/16/01) pp. 1-2.	
<i>[Signature]</i>		"Nielsen Media Research - Who We Are & What We Do," www.nielsenmedia.com/whoweare.html, (10/11/01) pp. 1-4.	

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Substitute for form 1448A/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/017,840
		Filing Date	December 14, 2001
		First Named Inventor	William Matz
		Group Art Unit	3829
		Examiner Name	J. P. Ouellette
Sheet 1 of 1	Attorney Docket Number	BLS01342	

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U.S. PATENT DOCUMENTS					
Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		Number	Kind Code ² (if known)		
JO		7,093,932		Eldering	5/2006
JO		7,039,599		Merriman	5/2006
JO		7,020,652		Matz	3/2006
JO		7,020,336		Cohen-Solal	3/2006
JO		7,000,245		Pierre	2/2006
JO		6,983,478		Grauch	1/2006
JO		6,976,268		Courtney	12/2005
JO		6,970,641		Pierre	11/2005
JO		6,950,804		Strietzel	9/2005
JO		2006/0075456		Gray	4/2006

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²

Examiner Signature	/Jonathan Ouellette/	Date Considered	09/26/2006
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Sheet	1	of	1
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Application Number	10/017,640
Filing Date	December 14, 2001
First Named Inventor	William Matz
Group Art Unit	3829
Examiner Name	J. P. Ouellette
Attorney Docket Number	BS01342

U.S. PATENT DOCUMENTS

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Date Considered

9/26/06

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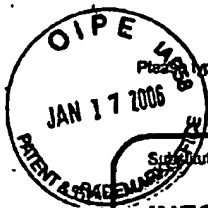


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Application Number	10/017,640
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First Named Inventor	William Matz
Group Art Unit	3829
Examiner Name	J. P. Ouellette
Attorney Docket Number	BS01342

PAGE 7/7 * RCVD AT 3/29/2008 2:32:45 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-5/5 * DNOB:2738300 * CSID:757 253 5729 * DURATION (mm-ss):03-52



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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 1

Complete If Known

Application Number	10/D17,640
Filing Date	December 14, 2001
First Named Inventor	William Matz
Group Art Unit	3629
Examiner Name	J. P. Ouellette
Attorney Docket Number	BS01342

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. 1	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code 2 (if known)			
	JO	5,854,897		Radzewicz, et al.	12/1998	
	JO	5,848,397		Marsh, et al.	12/1998	
	JO	5,809,481		Baron, et al.	09/1998	
	JO	5,721,827		Logan, et al.	02/1998	
	JO	2003/0172374		Vinson, et al.	09/2003	

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. 1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T 2
		Charu C. Aggarwal, Joel L. Wolf, and Philip S. Yu, "A Framework for the Optimizing of WWW Advertising," IBM T. J. Watson Research Center, Yorktown Heights, New York	

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